Appl. No. 10/020,585
Amdt. dated January 24, 2006
Reply to Office Action of October 25, 2005

Atty. Ref. 83365.0001
Customer No. 26021

## Remarks/Arguments

Reconsideration of this application is requested. Applicant thanks the Examiner for the courtesies extended in the telephone interview of January 20, 2006.

### Request for Continued Examination

A Request for Continued Examination is enclosed with this amendment, in response to the final Office Action mailed on October 25, 2005.

### Claim Status

Claims 1-20 are pending. Claims 1, 3, 7, 11, 14, 15, and 19 are amended.

### Claim Rejections – 35 USC 103(a)

Claims 1-8 and 11-20 are rejected under 35 USC 103(a) as obvious over Krishan (US 6,442,529) in view of Davis (US 5,796,952). Claim 9 is rejected as obvious over Krishan in view of Davis and Bates (US 2001/0016858). Claim 10 is rejected as obvious over Krishan in view of Davis and Miles (US 6,102,406).

In response, independent claims 1, 3, 7, 11, 14, 15, and 19 are amended to clearly distinguish over the cited references. Each claim now requires that upon a user operation the displayed content is changed back to the original page. Claim 11, for example, is amended to recite:

> ...redisplaying the HTML formatted content in the case where the operation is executed.

Thus, as recited in claim 11, an information delivery program is delivered to a computer and causes the display of obtained delivery content, in place of an originally downloaded HTML formatted content. This occurs when an operation by a viewer of the HTML formatted content does not occur within a predetermined condition. When the viewer operation is executed the program causes the HTML formatted content to be displayed again.

Krishan teaches software that downloads and displays advertisements and other messages during selected idle times, when a user is not interacting with the system. However Krishan does not teach or suggest redisplaying the originally

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downloaded content, which was being displayed at the time the advertisements began to be displayed, upon detection of a predetermined user interaction, as is claimed in amended independent claims 1, 3, 7, 11, 14, 15, and 19. Davis teaches a tracking program for monitoring client interaction, embedded in an HTML document, and fails to cure the deficiencies of Krishan.

Since Krishan and Davis fail to teach or suggest each and every element of claims 1, 3, 7, 11, 14, 15 and 19, it cannot render those claims, or claims dependent thereon, obvious. The rejections under 35 USC 103(a) should be withdrawn.
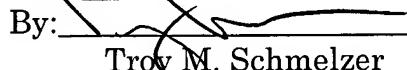
The ancillary references Bates and Miles, cited against dependent claims 9 and 10, also fail to remedy the deficiencies of Krishan and Davis. Bates utilizes an input region defined for a hypertext link that can receive user input outside of a display region to perform an operation with the hypertext link. Miles teaches an Internet-based scavenger hunt in which participants answer questions using information obtained from Web sites visited in response to hints.

**Conclusion**

This application is now in condition for allowance. The examiner is invited to telephone the undersigned to resolve any issues that remain after entry of this amendment. Any fees due with this response, including the fee due for requesting continued examination, may be charged to our Deposit Account No. 50-1314.

Respectfully submitted,

HOGAN & HARTSON L.L.P.

Date: January 24, 2006

By:

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